

# Customer Discovery: Problem Interview

Date:

Interviewer:

## Target customer

Define the type of customer you want to talk to. Write it down before the interview. Talk only to those customers.

## Problem or need

Supposed problem or need the customer has. Write it down before the interview.

## Customer info

write down info gathered such as location, age, occupation, name etc...

## Customer stories

Please tell me the last time you..  
What did you do?  
Why?

Tip: Show genuine interest. is something to learn.

## Bigger problem

What's the biggest challenge you are facing regarding...

Tip: show empathy, listen to the words they use

## Related problems

Dig deeper. Why is that a problem for you?  
Why?  
What job did you try to get done?

Tip: follow-up on their responses

## Channels

How did you search for solutions?

## Alternative solutions

How did you do solve this problem?  
What else did you try?

## Key take aways

the most important things you learned  
#1

#2

## Biggest surprise

something you did not expect

## Problem importance

- Does not have the problem
- Have the problem
- Is aware of having the problem
- Has been looking for a solution
- Has hacked a solution
- Have a budget for a better solution

Early adopter?  
Yes = Is actively trying to solve the problem.

Yes

No

Not sure